

Ser. No. 09/712,887  
Amdt. dated July 19, 2004  
Reply to Office action of February 19, 2004

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### **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of the Claims**

Claim 1 (cancelled).

2. (currently amended) The system of claim 13, wherein:

said broadcast multimedia program content comprises at least one of (a) streamed audio data, (b) streamed video data, (c) voice representative data, (d) voicemail data, and (e) a radio or video broadcast.

3. (currently amended) The system of claim 13, wherein:

said scheduler receives and pre-caches advertisements from multiple sources to provide candidate advertisements for selection of said designated advertisement for insertion in said selected multimedia program content at said scheduled insertion time.

4. (currently amended) The system of claim 13, wherein:

said scheduler schedules insertion of said designated advertisement into said multimedia program content based on at least one of (a) scheduling information provided by a broadcast source of said selected broadcast multimedia program, and (b) scheduling information provided by a source of said designated advertisement.

5. (original) The system of claim 4, wherein:

said scheduling information contains advertisement scheduling information covering multiple broadcast multimedia programs.

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6. (original) The system of claim 4, wherein:

said scheduling information provided by a broadcast source comprises at least one of (a) information indicating time slots available for advertisement insertion in said broadcast multimedia program, (b) markers in said selected broadcast multimedia program indicating an advertisement insertion time slot, and (c) information for identifying advertisement insertion time slots from time stamp indications.

7. (currently amended) The system of claim 13, wherein:

said multiplexer repeats said composite program datastream by mapping stored data comprising said composite program datastream to provide multiple stored copies of said composite program datastream for coupling to multiple users to enable scaleable expansion of broadcast of said composite program datastream.

8. (currently amended) The system of claim 13, wherein:

said multiplexer tracks a user connection and maintains a database of user connection related statistics comprising at least one of (a) user favorite program sources, (b) number of advertisements broadcast, (c) number of users receiving said composite program datastream, and (d) length of user connection to a particular composite program datastream.

9. (currently amended) The system of claim 13, wherein:

said multiplexer dynamically reallocates advertisements targeted to a user during broadcast of said composite program datastream in response to a command by selecting an advertisement from a plurality of available advertisements of duration suitable for a time slot at said scheduled insertion time.

10. (original) The system of claim 9, wherein:

a locally sourced advertisement is selected for said time slot in preference to a non-locally sourced advertisement.

11. (original) The system of claim 10, further comprising:

an error processor operable to parse said composite program datastream to detect error, and including an error concealment function operable to reduce the consequences of a detected error.

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12. (currently amended) The system of claim 13, further comprising:

a user profile database operable to allocate one of a plurality of available different advertisements for delivery to an individual user based on previously compiled user preference data in said user profile database; and

a data acquisition processor operable to compile user preference information used in said user profile database based on prior user program selection history.

13. (original) A system for processing broadcast multimedia program content and advertisements to provide a composite program datastream having multimedia data content and user targeted advertisements to multiple different users, comprising:

a condition access processor operable to determine authorization of multiple broadcast sources to concurrently provide broadcast multimedia program content to the system;

a scheduler operable to schedule time of insertion of a designated advertisement into selected broadcast multimedia program content; and

a multiplexer operable to provide multiple users with individualized composite program datastreams by performing in parallel for multiple users:

insertion of a designated advertisement into a selected multimedia program content at a scheduled insertion time to form a composite program datastream; and

coupling of said composite program datastream to a corresponding user of the multiple users.

14. (original) The system of claim 13, wherein:

said conditional access processor determines authorization of a broadcast source to provide broadcast multimedia program content based on at least one of (a) a broadcaster ID, and (b) a password.

15. (original) The system of claim 13, wherein:

said conditional access processor includes a decryption function to decrypt at least one of (a) encrypted broadcast multimedia program content, and (b) an encrypted authorization code or password.

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16. (original) The system of claim 13, wherein:  
said multiplexer repeats said composite program datastream by mapping  
stored data comprising said composite program datastream to provide multiple  
stored copies of said composite program datastream for coupling to multiple users  
to enable scaleable expansion of broadcast of said composite program  
datastream.

Claims 17-21 (cancelled).